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**FOR IMMEDIATE RELEASE**  
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## **Newsroom Will Take Cedarville University to National Audience**

**CEDARVILLE, OHIO** – Providing greater communication for media outlets in Dayton and across the United States is one of the goals for Cedarville University's newest communication vehicles--its high-tech newsroom.

Operational since September 13, Cedarville University's public relations department has provided Dayton media with 14 interviews--three being on live television. A benefit for Cedarville University from the newsroom is it is expected to help increase awareness for its faculty and academic programs.

The facility is located in Centennial Library.

"Advancing Cedarville's mission begins with building awareness," said Dr. Janice Supplee, vice president for marketing and communications. "We're excited about this newsroom because we believe it will help us expand our reputation as a distinctively Christian university with rigorous academic programs. It will also allow us to engage our culture by speaking into many of today's current events from a Biblical perspective."

The newsroom is the result of consistent growth in media exposure at Cedarville University. Since 2012, Cedarville has seen a 492 percent increase in media exposure (156 stories in 2012 to 924 in 2017). Also, 153 faculty and staff participated in interviews that resulted in a news story in 2016-17 compared to 49 in 2012.

Clearly, having faculty willing to interview on cultural events has been central to this growth.

Dr. Mark Caleb Smith, director of the Center for Political Studies, has been the most active faculty member regarding media interviews. In 2016-17, Dr. Smith conducted 295 media interviews, while his colleague Dr. Glen Duerr, associate professor of international studies, did 105 interviews. Dr. Patrick Oliver, associate professor of criminal justice, and Dr. Marc Clauson, professor of history and law, each conducted 52 interviews during the same period.

And, now, with the newsroom, Cedarville is poised to increase that exposure as national media will have access to faculty experts on multiple topics.

"This newsroom is designed to help the media share news by using experts who bring depth and insight to national and international news," said Mark D. Weinstein, executive director of public relations. "But we're also hoping the newsroom will allow us tell our story more fully, and to a larger audience."

Developing the newsroom has taken months to assemble, but with a wide spectrum of support from many academic departments, it's been a smooth process. Spearheaded by the department of communication and the marketing and communications division, the proper equipment was identified and purchased. Shawn Rifner, studio and technology manager for the communication department, and Mark Tucker, Cedarville's videographer, collaborated before purchasing cameras, lights, editing suite and technology that allows any professor to go live with any TV station.

The newsroom has two studio cameras, a green screen and other backdrops, studio lighting, a 14-channel recording mixer, a wireless microphone system and TVU ERA and LiveU 200E for streaming video. Cedarville is believed to be one of the first Christian colleges to have a newsroom for marketing and public relations purposes.

The newsroom is also being used as a learning laboratory for communication students. Students operate the equipment for all interviews and functions in the newsroom. Communication professors are also showcasing the facility to their students, which will give them a competitive advantage once they graduate. The newsroom also brings a marketing niche to the university, which is expected to help with student recruitment and retention.

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 3,963 undergraduate, graduate, and online students in more than 100 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings, and leading student satisfaction ratings. For more information about the University, visit [www.cedarville.edu](http://www.cedarville.edu).